



Emergency • Notification • Awareness

infoNet

Your Digital Signage Solution



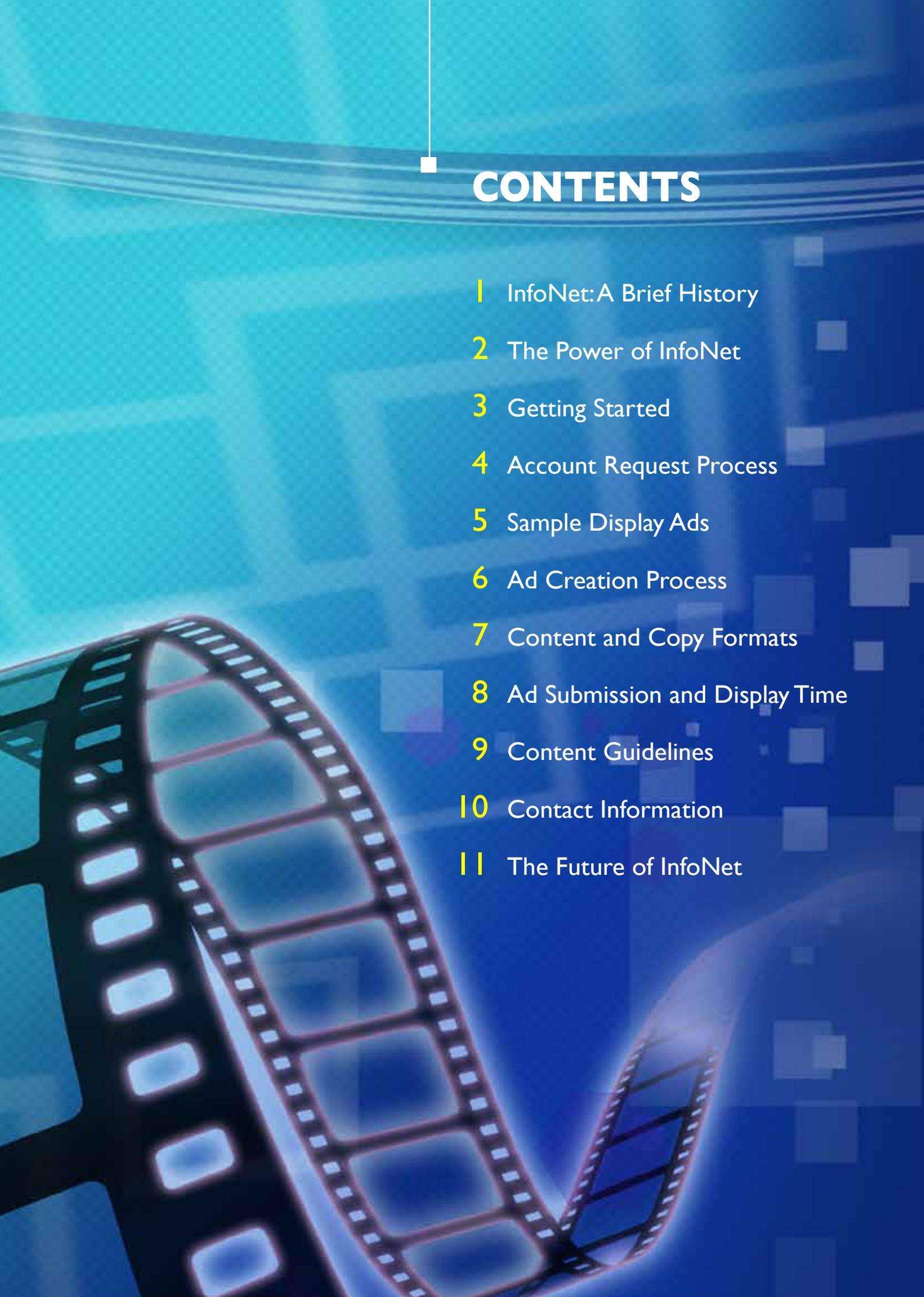
The logo for infoNet, featuring a stylized human figure with arms raised, positioned to the left of the text "infoNet".

infoNet

CENS MESSAGE

EXERCISE, EXERCISE, EXERCISE – this is an EXERCISE of the Pentagon's Fire Evacuation plan – only pre-identified offices will initiate evacuation procedures at 09:30 AM. All other Pentagon members, offices, and components are to disregard this announcement and continue to perform their normal duties – EXERCISE, EXERCISE, EXERCISE. DWK, 0625

05/06/2008 09:24:51 AM

A glowing film strip is the central visual element, curving from the bottom left towards the center. The background is a deep blue with a subtle grid pattern and some light streaks, giving it a digital or cinematic feel. The word 'CONTENTS' is positioned at the top right, with a small white square above it connected by a thin white line.

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InfoNet: A Brief History

InfoNet is a digital signage portal which started in the Pentagon and has spread throughout the National Capital Region.

InfoNet's primary purpose is to provide a platform for the Computer Emergency Notification System (CENS) for disseminating emergency messages from the Pentagon Force Protection Agency Command Center. The CENS alerts the audience of any potentially dangerous situations and provides immediate safety instructions.

InfoNet also communicates unclassified agency announcements, special events, conferences, celebrations, and programs via a dynamic combination of video clips, photographs, digital images, and animated graphics displayed on InfoNet enclosures.

Championed by the Washington Headquarters Services, Defense Facilities Directorate (DFD) in partnership with the Information Technology Management Directorate (ITMD), InfoNet was developed.

The Power Of InfoNet

InfoNet is an easily accessible way to effectively disseminate information and event announcements. The request process is quick, easy and well supported.

InfoNet In Action

Currently, there are over 40 enclosures located throughout the National Capital Region to include Crystal City locations such as the Taylor and Polk buildings, the Hoffman Building, Henderson Hall, and numerous sites within the Pentagon Reservation.

During any given time, there is the potential for approximately 160,000 people to view the InfoNet digital signage system.

By offering the capability to display select messages at specific enclosure locations, InfoNet's clients are able to reach a targeted audience.

InfoNet Online

The newly enhanced secure website has extended InfoNet's capabilities and online presence. The site serves as a convenient one-stop-shop, and provides users with the opportunity to view InfoNet ads at their convenience. The site also provides links to events and department websites, providing easy access to more detailed information. Visit the InfoNet site at <https://InfoNet.whs.mil>

Getting Started

Take advantage of the InfoNet system to effectively increase your organization's visibility and awareness of events.

Why InfoNet?

InfoNet can increase the visibility of your organization's events and campaigns. Our skilled content managers will breathe life into each advertisement that you request by using high impact media such as: professional photography, video and graphic animation.

What is the Process?

The streamlined process for display ad campaigns to be developed and published on InfoNet is easy.

Your organization simply needs to submit its content details, desired display duration, and any contact information to be delivered to the InfoNet audience.

It is best to also submit available media such as your agency's logo, relevant video clips, or any still images that could be used to develop the content of the ad.

If media resources are unavailable, the InfoNet Team will develop concepts and designs for your campaign that deliver results.

After your 12-15 second ads are approved by your agency and the building site management office, the ad campaign will be displayed on all InfoNet locations and can be circulated for up to three months.

The information on the following pages will provide step by step instructions on how to get started with InfoNet.

Account Request Process

Requesting an InfoNet account has never been easier. We take pride in serving client's needs and ensuring that our service is convenient and efficient. The following instructions describe three simple ways to request an InfoNet account.



Website Account Request:

The official InfoNet website serves as a convenient one-stop-shop for clients. This web platform provides users with information on how to initiate the submission process for an advertisement and how to request an InfoNet enclosure for your department or organization. You can easily create an account by following the steps below:

1. Log on to <https://InfoNet.whs.mil>.
2. Click on the Create An Account link in the utility navigation. Create an account and await account approval.
3. Log in and submit your ad content. We will take care of the rest .



InfoNet Request Box:

If you are in a time crunch, you can submit your ad request through our general InfoNet request mailbox using the following steps:

1. Gather your submission content .
(please see page seven for acceptable content and file formats)
2. Send an email to infonetrequests@whs.mil.
3. A content manager will contact you within one business day.



Visit Us:

We encourage you to schedule a meeting to discuss your project. This will give you an opportunity to visit our office at the Pentagon, Room 2E122, near the Pentagon Metro station entrance. Our office is convenient and easily accessible for current and potential clients. Scheduling a meeting will also enable you to meet with one of our skilled content managers to discuss your requirements and to determine if an ad campaign could be beneficial. Please contact us at 571-256-0908 to schedule your appointment today.

Ad Creation Process

1

InfoNet Receives Your Request

An InfoNet Content Manager receives your request and establishes an account for your display ad or campaign.

2

We Schedule An Ad Creation Start Date

Your Content Manager notifies you with the scheduled start date of the creation of your ad.

3

We Create A Draft Of Your Ad

Production begins on the day of your scheduled start date.

4

You Review The Draft For Approval

Your Content Manager will send you a draft of your ad for your review and approval. If requested, we will make necessary revisions and resubmit the ad to you for your final approval.

5

We Obtain Building Management Approval

Your Content Manager sends your approved ad to the appropriate Building Management Official for publishing approval.

6

We Publish Your Ad To The InfoNet System

Upon building management approval, your display ad is published to the InfoNet system.

Content and Copy Formats

Clients should keep in mind that each ad is 12 - 15 seconds in length. Your display ad will be much more effective if the information is kept brief. The following details the type of information that should be represented on your display ad:

For Events

Please include the following information:

- Agency Name
- Event Title
- Time
- Date
- Location
- Point of Contact

For General Announcements

Please include the following information:

- Agency Name
- Brief Description (2-3 sentences)
- Point of Contact Information

Graphics and Media

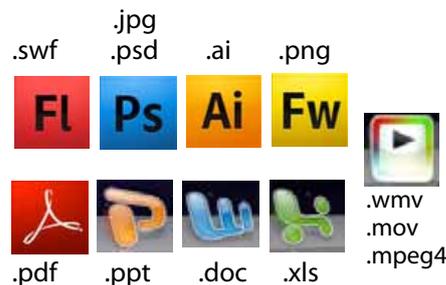
We encourage clients to submit the following assets:

- Agency Logo
- Relevant Photos
- Relevant Graphics

- Relevant Video Clips

Acceptable File Formats

Customer files may be submitted in one of the formats below:



Display Ad Specifications:

If the customer would like to submit their own animated ad, it must meet the following requirements:

- 768px x 1368px (portrait layout)
- Animated at 29.98 frames per second
- 12-15 seconds maximum length
- Final deliverable .wmv or .swf (actionscript not supported)

Ad Submission and Display Time

Team InfoNet values every client. To ensure quality service for all requests received, we encourage clients to submit their ad requests three weeks prior to their event date.

Ad Display Time

The average display time for most event ads is generally two weeks in rotation on the InfoNet system.

The maximum display time for an ad to be in rotation on the InfoNet system can be up to three months. You are encouraged to contact your content manager if you would like to extend your ad beyond three months. Our content managers will assist you in refreshing your current ad or developing a new ad.

Content Guidelines

Our Standard

Personnel submitting content shall not misrepresent his or her identity or conduct any activities in a misleading or fraudulent manner.

Prior to displaying any content, the InfoNet administrator will make a reasonable effort to validate the accuracy of the information.

The following categories of information will not be displayed on the InfoNet systems:

Political, Discriminatory, or Commercial Content

Displayed information shall not be of political, sectarian, discriminatory or objectionable (obscene) nature. Information shall not include advertisements for commercial firms, businesses or products.

For Official Use Only (FOUO)

Only information of value to the general public which does not require additional protection, such as FOR OFFICIAL USE ONLY, (FOUO) business, and is approved for public release shall be posted on InfoNet.

Requests to post information of questionable value or whose dissemination poses an unacceptable risk to the DoD, including military personnel and civilian employees, will be denied.

Unclassified Information

Unclassified information pertaining to classified programs shall not be displayed.

Reference to unclassified information that would reveal sensitive movements of military assets or the location of units, installations or personnel where uncertainty regarding location is an element of a military plan or program shall not be displayed.

Personal Identifiable Information

The release of information, which would be an unwarranted invasion of personal privacy, about U.S. citizens, DoD employees and military personnel shall not be displayed.

Sensitive personal information, including compilations of personnel assigned overseas or routinely deployable units shall not be displayed including:

Name, locations, and specific identifying information about family members of DoD employees and Military personnel

- Social Security Numbers
- Home Telephone Numbers
- Home Addresses
- Date of Birth

Proprietary Information

Proprietary information submitted by a contractor and protected by a Limited Rights Statement or other agreement, trade secrets and commercial and financial information submitted by an entity outside the government which considers the information to be protected from release to the public will not be displayed.

Technical Information

Technical Information not marked or otherwise determined to be appropriate for distribution will not be displayed.

This includes all technical information that can be used or adapted for use to design, engineer, produce, manufacture, operate, repair, overhaul or reproduce any military or space equipment or technology concerning such equipment shall not be displayed.

Copyrighted Material

Copyrighted material will be displayed only when allowed by prevailing copyright laws and may be used only if the materials relate to the posting organization's mission. Consult with Counsel when using any copyrighted material.

CONTACT INFORMATION

InfoNet

1155 Defense Pentagon

Room 2E122

Washington, D.C. 20301-1155

Main Number: (571) 256-0908

General Mailbox: infonetrequests@whs.mil

Website: <https://infonet.whs.mil>

The Future of InfoNet

While the InfoNet digital displays serve as the most visible component of the project, the InfoNet system, as a whole, encompasses much more. Behind the scenes, the system has been designed as a complete software and hardware solution to streamline the collection, approval, scheduling and publishing process all from a single, centralized location.

The InfoNet team will stay up to date with new software releases and technology to meet the client's expectations, and will readily be available for technical and client support.



FIT TO WIN

Your Pentagon Health Promotion Program

DOSE TO LOSE

The 555 Way in The Pentagon

April 5th

1100-1200



Clinic Entrance (703) 614-1597

PREVENT SLIPS AND FALLS

"The single most common cause of accidents in the workplace".



SAFETY EVERYDAY, ALL DAY.

Clean it up or isolate it
Protect Your co-workers
Call the BOCC: 703-614-1597



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Main Number: (571) 256-0908
1155 Defense Pentagon, Room 2E132